This kick-off meeting will officially establish the Civil Society Empowerment Programme network and provide stakeholders with valuable insights on effective campaigning. You will get the chance to network, partner and learn from internet companies, marketing specialists and radicalisation experts as well as civil society actors, grass root initiatives and credible voices well placed to deliver alternative narratives (AN) and counter narrative (CN) campaigns. During these two days you will receive hands-on tools, get inspired by successful campaigns and create new partnerships.

Programme day 1
12.00 – 13.30  Registration and networking lunch in hotel restaurant (ground floor)

13:30 – 13:45  Introduction to the Civil Society Empowerment Programme in main room Belgium II and III (first floor)
   Luigi Soreca, Director DG HOME and Omar Ramadan, head of RAN Centre of Excellence

13:45 – 15.15  Panel to set the scene with Q&A
   The Radicalisation Awareness Network (RAN) and current PVE and CVE challenges in the EU
   What are we encountering online? Concrete examples of how (violent) extremists and terrorist groups behave online
   Lessons on online campaigning, counter- (CN) and alternative narratives (AN)
   Marketing techniques for online counter- and alternative narrative campaigns

15.30 – 17.00  Break-out working sessions on your (organisation’s) needs and ideas for campaigning
   Moderated by the Civil Society Empowerment Programme trainers
   
   Participants from the following countries are grouped together:
   Denmark, Sweden, Finland, Estonia & Latvia in break-out room the Netherlands I
   United Kingdom, Netherlands, Belgium, France, Germany & Austria in break-out room Belgium I
   Croatia, Hungary, Romania, Czech Republic, Poland, Slovakia, Slovenia & Bulgaria in break-out room the Netherlands III
   Spain, Portugal, Italy, Ireland, Malta, Cyprus & Greece in break-out room the Netherlands II
Plenary feedback and closure of day 1 in main room Belgium II and III
CSEP-trainers will briefly recap some of the main points discussed in the break-out session.

Networking dinner in hotel restaurant (ground floor)

Programme day 2

Welcome coffee and opening day 2 in main room Belgium II and III
Omar Ramadan, head of RAN Centre of Excellence

Taster courses by industry partners
In three groups participants will attend a 50-minutes ‘taster’ course of each of the industry partners of CSEP. Facebook, Twitter and YouTube/Google will give tips and tricks on campaigning on their platform and showcase inspirational campaigns. Please note, you will all attend each taster course.

Participants from the following countries are grouped together:

Group I: Denmark, Sweden, Finland, Estonia, Latvia, Spain & Greece
09.00 – 09.50 Facebook - break-out room the Netherlands I
10.00 – 10.50 Twitter - break-out room the Netherlands III
11.00 – 11.50 YouTube/Google - break-out room Belgium I

Group II: Ireland, United Kingdom, Netherlands, Belgium, France, Germany & Austria
09.00 – 09.50 Twitter - break-out room the Netherlands III
10.00 – 10.50 YouTube/Google - break-out room Belgium I
11.00 – 11.50 Facebook - break-out room the Netherlands I

Group II: Croatia, Hungary, Romania, Czech Republic, Poland, Slovakia, Slovenia, Bulgaria, Portugal, Italy, Malta & Cyprus
09.00 – 09.50 YouTube/Google - break-out room Belgium I
10.00 – 10.50 Facebook - break-out room the Netherlands I
11.00 – 11.50 Twitter - break-out room the Netherlands III

Market place in main room Belgium II and III
A market place will facilitate CSO’s to establish partnerships to deliver AN and CN campaigns. Participants from the same region will be grouped. The market place will provide them with guiding questions to discuss. Radicalisation experts, marketing specialists and industry representatives will visit the groups to help them in these discussions.

Plenary closure
Omar Ramadan, head RAN Centre of Excellence

Lunch in hotel restaurant (ground floor)